Learning Conversation Notes	
Name of Partner:	Date:
KidZone Museum	December 20, 2005
Number of Children Served:	Ages:
5,967 visits by children 0-5yrs	<1yr: 529
	1 yr: 700
	2 yr: 1,669
	3 yr: 1,680
	4 yr: 827
	5 yr: 562
When Served:	Gender: Ethnicity:
January 1, 2005 – present	1,241- Male 9,358 - Caucasian
	1,183 - Female 1,166 - Latino
	23 - African American
	95- Asian
	33 – Other

Survey Results

- 56 people participated in the survey that was conducted in a 2 ½ week window in December.
- 113 children 0-5yrs were captured in the survey
 - <1yr: 8, 1yr: 8, 2yr: 8, 3yr: 2, 4yr: 9, 5yr: 4</p>
 - 28: Latino, 90: Anglo
 - 74: Male, 44: Female

Conversation Participants: Carol Meagher, Brooke Landis, Mike Romero, Nancy Baggett, Don Ferretti, Seana Doherty (facilitator), Kim Bradley (recorder)

Outcomes:

- 1. Parents are supported through connections with other families and children are reaching their appropriate developmental milestones.
- 2. New funds other than First 5 will be obtained to support KidZone activities for children 0-5.

Performance Measures:

- Demographics of the children (age, gender, ethnicity and dates attended)
- Parent Survey (measuring child's development)
- Pictures and Stories demonstrating achievement of milestones
- List of new non-First 5 funds obtained and how they are being used to support the 0-5 KidZone activities

What is this data telling us about achievement of outcomes?

Demographics

- Serving a lot of 2-3 year olds.
- Perhaps the KidZone provides more opportunities for 2-3 year olds because there are not as many programs available for that age group in the community – there are more programs for children 3-4 yrs, ex. preschool programs.

Survey Results

- Survey results were evenly distributed across all ages except for 3 yr olds.
- A lot of new members participated in the survey.
- The variety of the survey results shows honesty in answers.
- The membership data shows that there was a high membership when KidZone first opened (>3yrs ago), slowed down over the last couple of years and then increased over the last year.
- The increase in membership over the last year may be due to the new targeted "theme" exhibits that encourage creative repeat play, especially in the last 6-8 months.
- It stands out that there are a high number of members that have been with the KidZone for over 3 years – indicates that they have been successful in keeping members and providing quality programming.
- #5 When asked what they liked about the KidZone, the top responses were: 13 - variety, 10 - exhibits, 10 - development, 7 - learning, 6 - art room, 6 – staff. (See attachment for other responses)
- #5 Some suggestions that were made are: "email members more", "the big space on the climbing gym scares me", "wish the KidZone has air conditioning", "unbias facts about child health", "first time visitor should get a tour", "class on child development", "would be nice if membership was less expensive."
- #5 not sure what "unbiased facts about child's health" means could be connected to the FRC board.
- #5 it is a necessity to give a 1st time visitor a tour.
- #6 See attachment for examples given by survey participants for each developmental milestone: social, physical, emotional, intellectual and creative – this indicates their understanding of the milestones.
- #6 One survey participant marked "poor" under emotional development and commented "irrelevant". Staff felt that this person may not have understood the milestone.
- #6 not clear what "good background noises" under emotional milestone means.
- #6 overall it looks like survey participants are understanding the developmental milestones and feel the KidZone supports their child's development.
- #7- 2 out of 56 people responded "poor" not informed on child development opportunities. One comment was that they would like a child development class offered at the KidZone.
- #9 22 out of 56 responded "excellent" and 13 responded "good"
- Comments from #9 & #10 speak to Outcome #1 that promotes parents connecting with other parents and feeling a part of the Tahoe-Truckee community.

Stories and Pictures

■ The pictures and quotes showed children interacting with each other around the exhibits and parents interacting with other parents and children which supports Outcome #1.

New Funding per Outcome #2

- The goal of establishing a Resale Boutique was met and will be a longterm strategy towards sustainability – both financially and utilizing volunteers and board members
- Raised \$80,000 in new money to support 0-5 activities and is meeting Outcome #2 (See funding attachment). Compliment – good job listening and responding to feedback from previous learning conversations.

In what ways will we apply what we have learned from our data?

- Staff adapted the exhibits and programs to serve 2-3 year olds because of the high number attending the KidZone regularly.
- Look at separating preschool data from regular attendance data and capture it separately.
- A simpler environment (taking down some of the signage) helps children focus more on the exhibits and the parents to absorb the child development message. Instead they handed out the brochure, newsletters and flyers to spread the child development message. This adjustment came out of a next step from a previous learning conversation.
- In looking at the survey results related to #6, it would be a good idea to add a brief definition and/or example of each developmental milestone so participants understand the question.
- #6 look at how you define "intellectual".
- Look at administering the survey (only members or separate out members vs visitors) and add zip code to the survey.
- There are quite a few answers that are blank so we need to look at the % of people that answered the question out of total # (56).

Other points that were made during the conversation

- New programs and exhibits were created to meet Parent Connection/ Child Development – Outcome #1. (see KidZone Activities attachment).
- The Volunteer Program has increased from 10 to 62 volunteers this is due to the hiring of a Volunteer Coordinator.
- Increased child development signage at the KidZone in the art room and through the newsletter and brochure.

Next Steps:

 Look at strategies to improve demographic data collection – integrate Placer First 5 new data collection tool (Placer First 5 Partner Lunch January 9th 11:30-1:30).

- Will report on the revenue from the year-end letter and the status of the Resale Boutique at the next Learning Conversation.
- Use volunteers to personally administer the survey.
- Carol and Mike will work together to organize data materials.
 Next KidZone Learning Conversation is on Wednesday, July 12th from 9:30-1:00pm at the Public Utility District (Carol will arrange the room).